



State Of Utah Tourism Profile 2012

Statewide Indicator	2009	2010	2011	2012	% Change 2011-2012	AAPC 2009-2012
DEMOGRAPHIC						
Population	2,731,558	2,774,663	2,813,923	2,855,287	1.5%	1.5%
Total Non-Ag Employment	1,188,816	1,181,613	1,208,935	1,248,826	3.3%	1.7%
Average Monthly Wage	\$3,171	\$3,235	\$3,304	\$3,387	2.5%	2.2%
Unemployment Rate	7.6%	8.0%	6.7%	5.7%	-14.9%	-9.1%
SPENDING & EMPLOYMENT*						
Spending by Travelers (Millions)	\$6,232	\$6,525	\$6,869	\$7,405	7.8%	5.9%
Travel & Tourism Related Employment	120,216	122,839	124,059	127,781	3.0%	2.1%
Direct Tourism-Related Employment	80,040	81,907	82,584	85,061	3.0%	2.0%
Indirect & Induced Tourism-Related Employment	40,176	40,932	41,475	42,719	3.0%	2.1%
TOURISM TAX REVENUES (millions)						
State & Local Tax Revenues from Traveler Spending	\$806	\$842	\$890	\$960	7.9%	6.0%
Transient Room Tax	\$28.5	\$31.0	\$33.5	\$37.1	10.7%	9.2%
Restaurant Tax	\$32.0	\$33.0	\$34.8	\$37.6	8.0%	5.5%
Gross Taxable Retail Sales	\$44,409.3	\$41,527.9	\$44,154.8	\$47,806.9	8.3%	2.5%
STATEWIDE VISITATION COUNTS						
Visits by Non-Resident Travelers	19,400,000	20,200,000	22,009,324	23,479,084	6.7%	6.6%
Total Nat'l. Park Recreation Visits	6,002,104	6,064,500	6,304,838	6,554,057	4.0%	3.0%
Arches National Park	996,306	1,014,423	1,040,756	1,070,579	2.9%	2.4%
Bryce Canyon National Park	1,216,376	1,285,490	1,296,000	1,384,173	6.8%	4.4%
Canyonlands National Park	436,819	435,907	473,769	452,353	-4.5%	1.2%
Capitol Reef National Park	617,207	662,659	668,833	673,345	0.7%	2.9%
Zion National Park	2,735,396	2,666,021	2,825,480	2,973,607	5.2%	2.8%
Total Nat'l. Mon. & Rec. Area Visits	4,859,729	4,968,443	5,045,151	5,114,816	1.4%	1.7%
Total State Park Visits	4,782,186	4,842,891	4,803,876	5,093,740	6.0%	2.1%
Salt Lake Int'l. Airport Passengers	20,432,218	21,016,686	20,389,474	20,096,549	-1.4%	-0.6%
Utah Skier Visits	3,972,984	4,223,064	3,802,536	4,031,621	6.0%	0.5%
Utah Welcome Center Visits	428,319	447,439	413,196	440,290	6.6%	0.9%
Hotel/Motel Occupancy Rates	57.0%	59.7%	62.7%	65.1%	3.8%	4.5%

* Estimate